

SOMEONE ISN'T USING NEW PERSIL YET!

[Is that 'someone' you?]



Sooner or later you're bound to
come round to **NEW PERSIL** for...



WHITEST WHITES



BRIGHTEST COLOURS



For real enthusiasm hear what
**Mrs. P. Crowe of 6 Rofe St.,
Leichhardt,** has to say:

"Recently I changed to New Persil and I'm really pleased at the difference it made to my white things from the first time I used it. Of course I'd heard of Persil whiteness, but I never believed that my white things could be

so white and clean as they are now." "I reckon," Mrs. Crowe continues, "New Persil's just as good for my colours and fine things, too. I've noticed that my coloured frocks and blouses are brighter than they were before I started using New Persil and it's ever so gentle to the fine materials."

(Actual letter on file)

YES, FOR ALL YOUR WASH NEW PERSIL GIVES THE BEST RESULTS

AND THE SECRET? The secret is the blend of pure soap and oxygen in New Persil's oxygen-charged suds. Ordinary suds loosen surface dirt, leaving deep dirt in the weave to discolour clothes. But New Persil's oxygen-charged suds bubble through the weave floating out every last scrap of dirt with the utmost gentleness. Persil whiteness — Persil brightness — is cleanness. Only New Persil has this special blend of pure soap and oxygen which works so thoroughly yet is so safe for clothes and hands alike.



**NEW PERSIL FOR
DISHWASHING, TOO!**

New Persil's busy suds get to work in a jiffy dissolving grease. Your dishes come out gleaming... what's more with Persil so gentle, hands are so safe.

P.42.WWPRC

NEW PERSIL GIVES EXTRA CLEANNES... EXTRA GENTLY